

3RD AND 4TH QUARTER SALES TRENDS
 (UNIT BILLIONS)

	<u>MONTHLY SALES</u>		<u>% CHANGE</u>	<u>LOAD REQUIREMENT</u>	
	<u>1988</u>	<u>1987</u>		<u>1988</u>	<u>1987</u>
JULY	14.0	14.2	(1.4)		
AUGUST	18.8	17.0	10.6		
SEPTEMBER (E)	18.5	21.3	(12.2)		
LOAD	0.2			87 LOAD INCL IN MONTH	
3RD QUARTER	51.5*	52.5	(1.9)	0.2	2.5
*BUDGET		<u>52.5</u>		<u>0.2</u>	<u>2.5</u>

PROGRAM OPTIONS

	<u>POTENTIAL COST</u>	<u>INCREMENTAL UNITS</u>
AFTER BUYING 1 AVERAGE WEEK GET:		
1. 2 EXTRA WEEKS OF CAMBRIDGE AT \$.60 PER THOUSAND		
85% ACCEPTANCE	\$0.3m	400m
2. 50% WEEK OF MARLBORO AT \$.60 PER THOUSAND		
94% ACCEPTANCE		✓
JUNE - AUGUST 1988 BASE PERIOD	\$0.7m	1,185m
MARCH - AUGUST 1988 BASE PERIOD	\$0.9m	1,535m
3. 75% WEEK MARLBORO AT \$.60 PER THOUSAND		
94% ACCEPTANCE		
JUNE - AUGUST 1988 BASE PERIOD	\$1.1m	1,765m
MARCH - AUGUST 1988 BASE PERIOD	\$1.3m	2,175m

NOTE: 82.5m UNITS MARLBORO MENTHOL 2 FOR 1'S AVAILABLE FOR
SHIPMENT W/E SEPTEMBER 30, 1988, IF NECESSARY.

Assuming wait until week

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